

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein Art Unit : Unknown  
Serial No. : 10/748,681 Examiner : Khanh H. Le  
Filed : December 31, 2003 Conf. No. : 1968  
Title : SYSTEM AND METHOD FOR ENABLING AN ADVERTISEMENT TO FOLLOW THE USER TO ADDITIONAL WEB PAGES

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT IN REPLY TO**

**NON-FINAL OFFICE ACTION MAILED APRIL 16, 2008**

Please amend the above-identified application, as follows: